

ROCKAWAY AIR





ROCAWEAR DEFINES URBAN FASHION

- Jay-Z creates culture, in music and in fashion. Rocawear is a way of life
- Launched in 1999 on the success of multi-platinum artist Jay-Z, Rocawear quickly staked its claim in hip-hop history by becoming the brand of choice for street savvy consumers
- Rocawear currently does a powerful retail business totaling over \$700 million
- Rocawear continually reinvents the pulse, as it defines the lifestyle for today's young, hip consumer

ROCKWELL

Rockwell has also sold globally through the
ROC music presence representing artists such as

Jay-Z

Kanye West

Rhianna

Mariah Carey

John Mayer

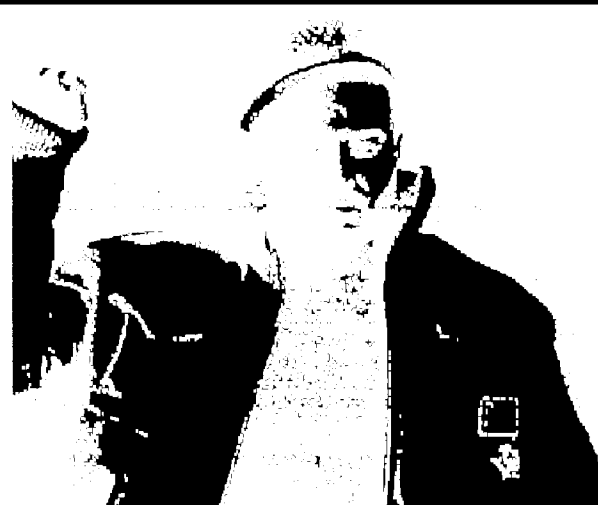
The Killers





THE CARTER ADMINISTRATION

Rocawear is able to effectively market the urban lifestyle to consumers thanks to the synergy between the numerous entertainment, music and fashion brands and philanthropies established by Jay-Z.



LEADS TO THE GROWTH
OF THE MARKET

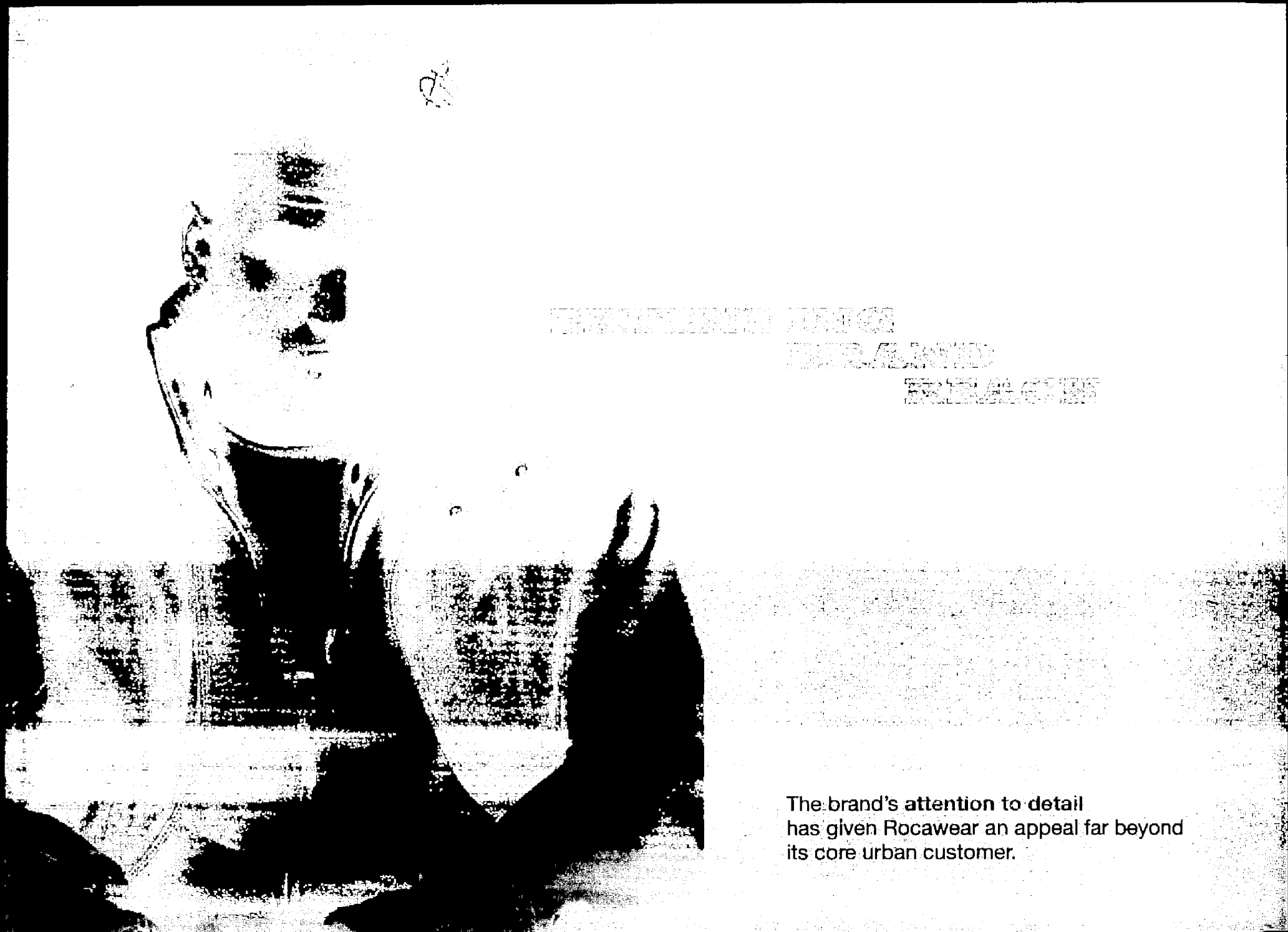
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- Multi-ethnic
- From urban settings
- Influenced by music, lyrics, artists and what they wear
- 12-30 years of age

Jay-Z's influence continues to shift the age profile of the customer toward 20-30.



THE BRAND'S ATTENTION TO DETAIL
HAS GIVEN ROCAWEAR AN APPEAL FAR BEYOND

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The brand's attention to detail
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its core urban customer.

THE ROCACAWEAR FAMILY OF PRODUCTS

INSPIRED BY THE URBAN AESTHETIC

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FAMILY OF PRODUCTS IS INSPIRED BY THE URBAN AESTHETIC

The Rocawear family of products is
inspired by the urban aesthetic.

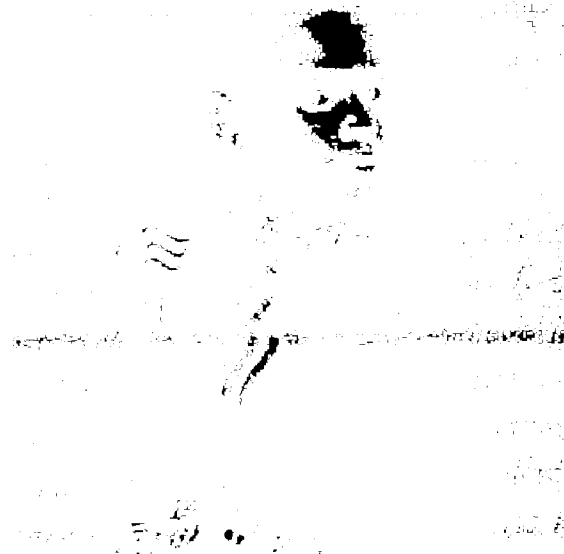
Approved:

Men's
Women's
Children's
Big and Tall
Intimates
Loungewear

Accessories:

Footwear
Handbags
Backpacks
Belts
Jewelry
Watches
Sunglasses
Optical
Headwear
Socks





ROCAWEAR
IS A
MULTI-
BRAND

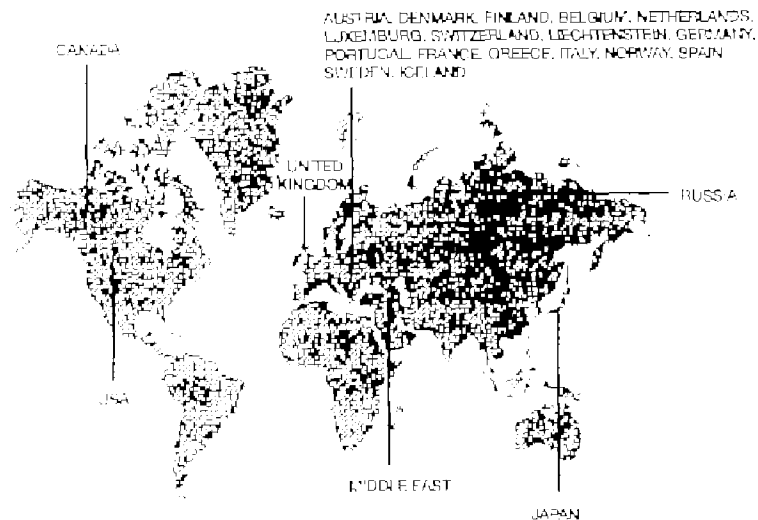
Rocawear retail saturation represents over 3 million
square feet in over 2,500 doors.

Department Stores

Macy's
Dillards
Belk
Bon Ton
Carson Pirie Scott

Specialty Stores

Demo
Jimmy Jazz
Dr. Jays
Up Against the Wall
Levtran



2007-2008
2007-2008

International business markets

Canada
Europe
Japan
United Kingdom
Russia
Korea
Middle East



2007-2008

2007-2008



THE RocaWEAR ADVERTISING
STRATEGY IS A KEY TO THE
SUCCESS OF THE RocaWEAR
BRAND IN THE ENTERTAINMENT
BUSINESS.

The Rocawear marketing machine
remains one of the most formidable
in the entertainment business.

The power of the Rocawear brand
is communicated through different
methods to constantly engage
the customer.

- Sponsorships
- Events
- Celebrity Gifting
- Product Placement
- Giveaways
- Life-style Tie-ins



THE RocaWEAR ADVERTISING
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BUSINESS.

"I WILL NOT LOSE"

The Mantra for Rocawear is epitomized in the Fall 2007 ad campaign with a focus on the culture and the attitude that showcases survival and the power of the individual.

Documentaries and print ads, featuring #1 recording artists such as Ciara and Chris Brown, provide a platform for stories that inspire others to overcome their own challenges and struggles.

ROCAWEAR
I will not lose

ROCAWEAR
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Print

Multi-million dollar campaigns are placed annually in high-impact publications.

U.S.

GQ

Vanity Fair

Vogue

Instyle

Teen Vogue

Elle

Essence

W

Vibe

Details

Seventeen

Cookie

Complex

EUROPE

Bounce

Groove

Actionspeax

JAPAN

Woofin

Luire

411

Source Japan

Online

youtube.com, myspace.com, black planet.com, allhiphop.com and sohh.com

Outdoor

Rocawear currently owns annual contracts for billboards in major U.S. cities.





ICONIX

BRAND GROUP, INC.

For more information about:

Candie's, Bongo, Badgley Mischka, Joe Boxer, Mudd, Rampage, London Fog, Mossimo, OP, Danskin and Rocawear

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